



*Return to Miss Sherwood
HWF ✓*

Pola Stout.

POLA STOUT INC.

30 PARK AVE.

NEW YORK 16, N. Y.

TEL. MURRAY HILL 5-0660

Mr. & Mrs. Dorner

April 29th, 1957

Miss Isabel Sherwood
Art Faculty Secretary
Bennington College
Bennington, Vermont

*May
contributes in our
house*

Dear Miss Sherwood:

Many questions concerning the September Exhibition, I hope, can be discussed during the week of May 13th, when I will come to Bennington College for a day or two. Please let me know which days are most convenient for Professor Dorner and yourself.

Any day will be ok. for me - Isabel.

There are many people who have expressed a desire to see my work as a whole and who will be interested in the Exhibition for a variety of reasons.

Among them are men and women connected with textile schools, junior colleges, fashion magazines, art magazines, magazines directed to young people, trade publications, also architects, industrial and fashion designers. There are ten prominent department stores in different sections of country which will be especially interested in this Exhibition. They backed the PSI mill and they had the exclusive rights to my fabrics and my name during that period. There is a possibility that several of the ten stores will wish to use parts of the Exhibition for display in the stores after the Exhibition closes.

Therefore, I estimate we shall require about 1500 releases for mailing by June 1st. At a later date, perhaps by August 15th, we shall have to follow up by sending invitations to this same list. A response from 500 will be excellent,

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and in my opinion, will justify all the efforts all of us will have to make to be ready by September 15th. Ruth Bishop, Director of Pola Stout Designs will work on many aspects of the Exhibition.

Movietone News asked me, on many occasions for permission to take movies of the work at my mill, so I am sure that the opportunity to film the Exhibition will be welcomed by them. We shall be in touch with them soon.

Also, we will contact Vogue, Life, Harpers Bazaar, Seventeen, Look, Ladies' Home Journal and McCalls regarding editorials and photographers.

Fabrics designed and created by me from 1934 to 1957 will number approximately 120 items totalling between 500 and 750 yards, in addition to some 800 or 1000 swatches of fabrics. I shall select for exhibiting the following:--

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|-----------|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1934-1935 | 1. | A small group of handloomed fabrics, a few about four yards. |
| | 2. | Swatches of handloomed fabrics coordinated for a specified purpose. |
| 1936-1939 | 3. | My first powerloomed fabrics in America |
| | 4. | A group that I designed in England (both "3" and "4" about 80). |
| 1940-1945 | 5. | 500 Swatches 5 x 8 of Botany Perennials and Annuals - all correlated into one large group expressing designs, weaves, color, texture. |
| 1946-1955 | 6. | 58 Designers blankets that range from 3 yards to 8 yards made by Pola Stout Inc. |
| | 7. | 200 Items of one yard pieces, expressing designs, weave, color, texture, made by Pola Stout Inc. |
| | 8. | 500-700 Swatches of Pola Stout Inc. coordinated for definite purpose. |
| 1955-1957 | 9. | 5 Designers blankets that range from 3 to 5 yards, from George Roberts & Co. Ltd. mills, Selkirk, Scotland; Otterburn mills, Carlisle, England; Brierly mills, Huddersfield, England; Scott mills, Langholm, England |

Also, there will be:

10. Yarns in different forms; samples of yarns from which fabrics have been made, some wound on bobbins, some bobbins in the shuttles.
11. Books with coordinated fabrics, editorials, advertisements and photographs of cloths made out of fabrics, photographs of Pola Stout Inc. mill.

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All will explain Pola Stout way of making fabrics, the development of a Pola Stout concept from designing board to finished fabric will be explained. Also, what method to accomplish this (a large blueprint or photo-offset) will be among the questions to be decided when we meet the week of May 13th.

Other subjects for discussion should include catalogue, publicity, when all fabrics must be delivered to Bennington College, whether Dr. Dorner would wish an effort to be made to interest Movietone News to film young people hanging show under instruction by Dr. Dorner, etc., etc., etc.

Cordially,

PS/rab

With very best regards
to you — looking so
forward meeting you
Pola Stout?